ABSTRACT OF THE DISCLOSURE

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A buttonhole sewing machine for producing buttonhole seams with seam end sections of various shapes in a work piece comprises an input equipment for feeding buttonhole parameters; and a computer for calculating, from the buttonhole parameters, sewing data that determine the respective buttonhole geometry. It further comprises a memory for storing the computed sewing data and a key to be shifted into two key statuses, by means of which to trigger conversion of a buttonhole seam from a position to the left to a position to the right or vice versa, and storage thereof.